

Attorney Docket: BS01371  
U.S. Patent Application No. 10/016,988 Examiner Koenig Art Unit 2623  
Response to April 25, 2007 Final Office Action

### AMENDMENT TO THE CLAIMS

[01] (Currently Amended) A method, comprising:

collecting subscriber data about a subscriber's use of media programming, comprising

- i) identifying a command of interest from the subscriber, and
- ii) forming an event record that comprises the command of interest and a time associated with the command of interest;

merging the event record with data describing the media programming to form event timelines which describe the media programming selected by the subscriber over a period of time;

matching data from the event timelines with at least one relevant criteria describing which subscribers are desirable for receiving a the selected advertisement; and

when data from the event timelines matches the at least one relevant criteria, then identifying the subscriber as a desirable subscriber to receive an advertisement;

classifying the subscriber in a user classification when the subscriber's viewing time for a programming genre exceeds a predetermined level;

communicating the media programming to the user; and

when a match is defined between the user classification and the advertisement, then inserting the advertisement in the media programming.

[02] (Currently Amended) The method of claim 1, wherein the programming genre is advertisements, and further comprising classifying the subscriber when a predetermined number of advertisements is exceeded ~~wherein the subscriber data comprises user viewing selections.~~

[03] (Currently Amended) The method of claim 2 ~~1~~, further comprising collecting shopping information and classifying the subscriber when a defined amount of product is

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~~purchased receiving a user identification associated with the user, wherein a plurality of users are associated with a user terminal.~~

- [04] (Currently Amended) The method of claim 1, further comprising comparing media advertisements viewed to shopping information describing brands of products purchased, and when an advertised product is purchased, then classifying the subscriber as a purchaser of a brand of product ~~wherein the subscriber data comprises sales data and user viewing selections.~~
- [05] (Currently Amended) The method of claim 4, further comprising detecting a relationship between the shopping information ~~sales data~~ and the event timelines.
- [06] (Currently Amended) The method of claim 1, further comprising collecting information describing web pages viewed by the subscriber, collecting information describing purchases made online, and collecting information describing topics of online searches ~~classifying the user in the user classification when the subscriber data satisfies a predefined parameter.~~
- [07] (Currently Amended) The method of claim 1, wherein classifying the subscriber in the user classification comprises comparing the subscriber's viewing time to a classification parameter ~~inserting the advertisement further comprises embedding the advertisement into the media programming.~~
- [08] (Currently Amended) The method of claim 7 4, further comprising comparing the subscriber's viewing time to a plurality of classification parameters, each classification parameter describing a requirement for a different classification ~~wherein the subscriber data comprises global computer network viewing data.~~
- [09] (Previously Presented) The method of claim 1, wherein the subscriber data comprises survey data.

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- [10] (Previously Presented) The method of claim 1, wherein the subscriber data comprises sales data.
- [11] (Original) The method of claim 1, wherein the advertisement comprises an image embedded into media content.
- [12] (Original) The method of claim 1, wherein the advertisement comprises a video program.
- [13] (Original) The method of claim 1, wherein the advertisement comprises a banner.
- [14] (Original) The method of claim 1, wherein the advertisement appears at the same time as an electronic program guide.
- [15] (Currently Amended) A system for delivering targeted advertisements to a user, the ~~system operative to~~ comprising:

means for collecting subscriber data about a subscriber's use of media programming, comprising

- i) identifying a command of interest from the subscriber, and
- ii) forming an event record that comprises the command of interest and a time associated with the command of interest;

means for merging the event record with data describing the media programming to form event timelines which describe the media programming selected by the subscriber over a period of time;

means for matching data from the event timelines with at least one relevant criteria describing which subscribers are desirable for receiving a the selected advertisement; and

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when data from the event timelines matches the at least one relevant criteria, then means for identifying the subscriber as a desirable subscriber to receive an advertisement;  
means for classifying the subscriber in a user classification when the subscriber's viewing time for a programming genre exceeds a predetermined level;  
means for communicating the media programming to the user; and  
when a match is defined between the user classification and the advertisement, then means for inserting the advertisement in the media programming.

- [16] (Currently Amended) The system of claim 15, wherein the programming genre is advertisements, and further comprising means for classifying the subscriber when a predetermined number of advertisements is exceeded ~~subscriber data comprises user viewing selections.~~
- [17] (Currently Amended) The system of claim 15, further comprising means for collecting shopping information and means for classifying the subscriber when a defined amount of product is purchased ~~operative to receive a user identification associated with the user.~~
- [18] (Currently Amended) The system of claim 15, further comprising means for detecting ~~operative to detect~~ a relationship between the shopping information ~~sales data~~ and the event timelines.
- [19] (Currently Amended) The system of claim 15, further comprising means for detecting ~~operative to detect~~ a relationship between the shopping information ~~sales data~~ and the event timelines when the user views advertisements for a product and purchases the product.
- [20] (Currently Amended) The system of claim 15, further comprising means for comparing media advertisements viewed to shopping information describing brands of products purchased, and when an advertised product is purchased, then means for classifying the

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~~subscriber as a purchaser of a brand of product operative to classify the user in the user classification when the user data satisfies a predefined parameter.~~

- [21] (Currently Amended) The system of claim 15, further comprising means for embedding ~~operative to embed~~ the advertisement into the media programming.
- [22] (Currently Amended) The system of claim 15, further comprising means for collecting information describing web pages viewed by the subscriber, means for collecting information describing purchases made online, and means for collecting information describing topics of online searches ~~wherein the subscriber data comprises global computer network viewing data.~~
- [23] (Previously Presented) The system of claim 15, wherein the subscriber data comprises survey data.
- [24] (Currently Amended) The system of claim 15, further comprising means for comparing the subscriber's viewing time to a classification parameter ~~wherein the advertisement comprises an image embedded into media content.~~
- [25] (Currently Amended) The system of claim 15, further comprising means for comparing the subscriber's viewing time to a plurality of classification parameters, each classification parameter describing a requirement for a different classification ~~wherein the advertisement comprises an image embedded into media content.~~
- [26] (Original) The system of claim 15, wherein the advertisement comprises a video program.
- [27] (Original) The system of claim 15, wherein the advertisement comprises a banner.

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[28] (Original) The system of claim 15, wherein the advertisement appears at the same time as an electronic program guide.